Safer Internet Day Open House

Kelowna – February 5, 2013

Safer Internet Day

Online Rights and Responsibilities

Connect with Respect

CANADIAN CENTRE *for* CHILD PROTECTION®
Helping families. Protecting children.

cybertip!ca · missingkids.ca · kids in the know · COMMIT TO KIDS

Disney CLUB PENGUIN™

Lynn

- As you will hopefully learn tonight, Internet Safety is in issue we take very seriously. In addition to our commitment to education of the millions of kids and families who enjoy Club Penguin, we have also given considerable financial assistance towards internet safety training in the US, Argentina, Brazil, the UK, and right here in Canada.
- This is the 10th anniversary of Safer Internet Day, which was started as an initiative of the European Union as an awareness day for online safety.
- Now, this is a truly global day celebrated by over 90 countries worldwide.
- The theme for Safer Internet Day this is year is "Online rights and responsibilities", encouraging users to, "Connect with Respect".
- The campaign takes place today, Feb 5, 2013 and will involve the public, schools, Non-government and Government agencies from around the world.
- Here in Canada, The Canadian Centre for Child Protection is the national sponsor for this event and I would invite you to visit their sites: Kids in the Know, Cybertip.ca, Missingkids.ca and thedoorthatsnotlocked.ca for more information about their programs.
- There is itinerary in your folder – but you will have 3 sessions to attend tonight in a group.
    - your group number is on your nametag
    - we will have guides take you to your location – ask anyone w a club penguin jacket for help
    - Our 3 presenters for sessions are [stand up] : Lisa, Joe & Shonah
    - WE understand if @ the end of the night you need to go. But if you want to participate in a Q&A session or a tour of the studio – please stay & we will be glad to assist.

{CLICK}

Lynn

- Club Penguin has been operating in Kelowna since October 2005 and was purchased by The Walt Disney Company in August 2007.
- We have over 300 employees here in this studio, working specifically on this product.
- Tonight we want to have open discussions about online rights and responsibilities, and we also would like to give you a tour of our one of a kind studio, here in Kelowna.
- But first I want to take a few minutes show you our recruiting video - a taste of our office's culture.

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ACTION - Watch Video

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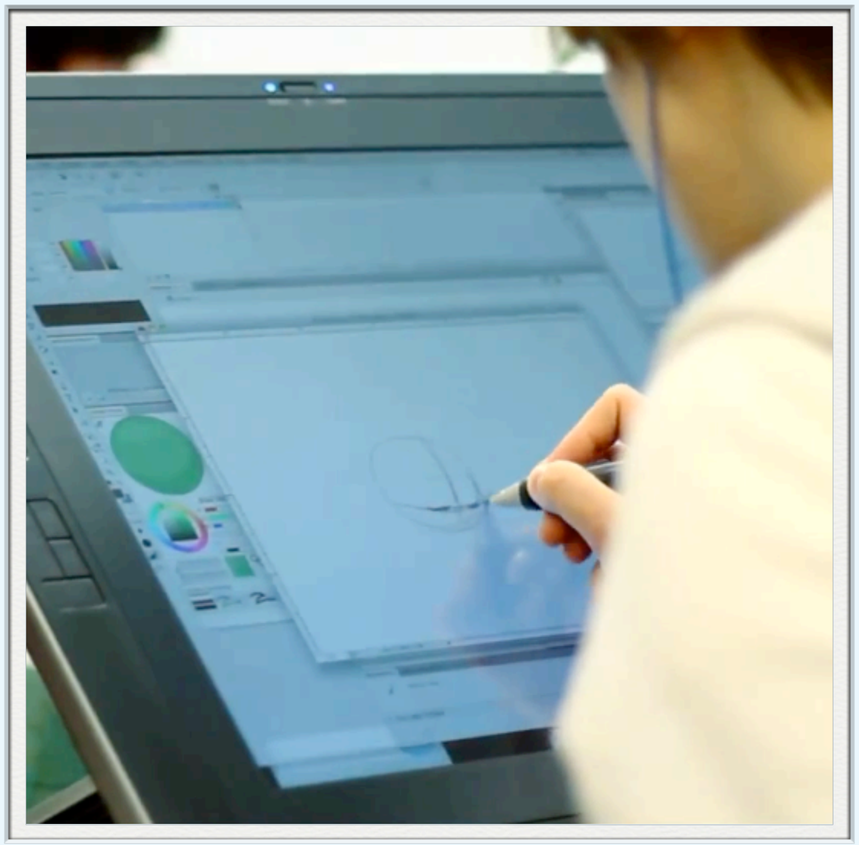
Sascha

- Intro on why he joined, who he is....
- Penguin is a snow-covered, virtual world where children play games, interact with friends and participate in creative and imaginative activities. This is a truly global game where millions of children from around the world can gather online to interact with friends, explore, play games and let their imaginations soar.
- Penguin is localized into English, Spanish, Portuguese, French & German
- The commitment to safety is what guides everything we do at Club Penguin and we work hard to make Club Penguin a place that provides fun for kids and peace of mind for parents.

{CLICK}

Safety



Development

Sascha

- It is important that our children learn how to use the internet effectively and responsibly. But we know that kids cannot be given full freedom on the internet as they cannot truly understand the risks and implications associated with the internet.
- Integrating safety directly into a product is much like training wheels for young kids in this socially interactive environment.

{CLICK}

Respect Others

No Bad Words

Stay Safe Online

No Cheating

Sascha

- Simple rules that are easily understood by all guests
- Four rules
    - Respect others – no bullying
    - No bad Words – no rude, inappropriate language (talk about drugs, sex, alcohol, racism or swearing)
    - Stay Safe online – no sharing of personal information, such as real name, phone number, address, email, password, etc.
    - No cheating – some kids will attempt to use programs that break through our code, we don't allow this.

{CLICK}

Parent Communication is Essential

Childnet International

BBB

1 800 668 6868
KidsHelpPhone.ca
Kids Help Phone

NetSmartz.org

CEOP

Family Online Safety Institute

common sense media

Disney CLUB PENGUIN™

Sascha

- We believe that parents need to be empowered with knowledge. We do this through a number of different means, such as the parent newsletter (over 4 million are distributed each month), twitter or Facebook accounts
- Direct interactions with our Guest Experience department (Consumer Services)
- Information for parents on our website – parents page and help sections
- Links to our 3rd party online safety partners
- [transition to GX] our Guest Experience team is one reason Club Penguin & our games are so special – so I want them to take you into how they help keep kids safe online & create a great culture….[introduce Lisa & Angela]

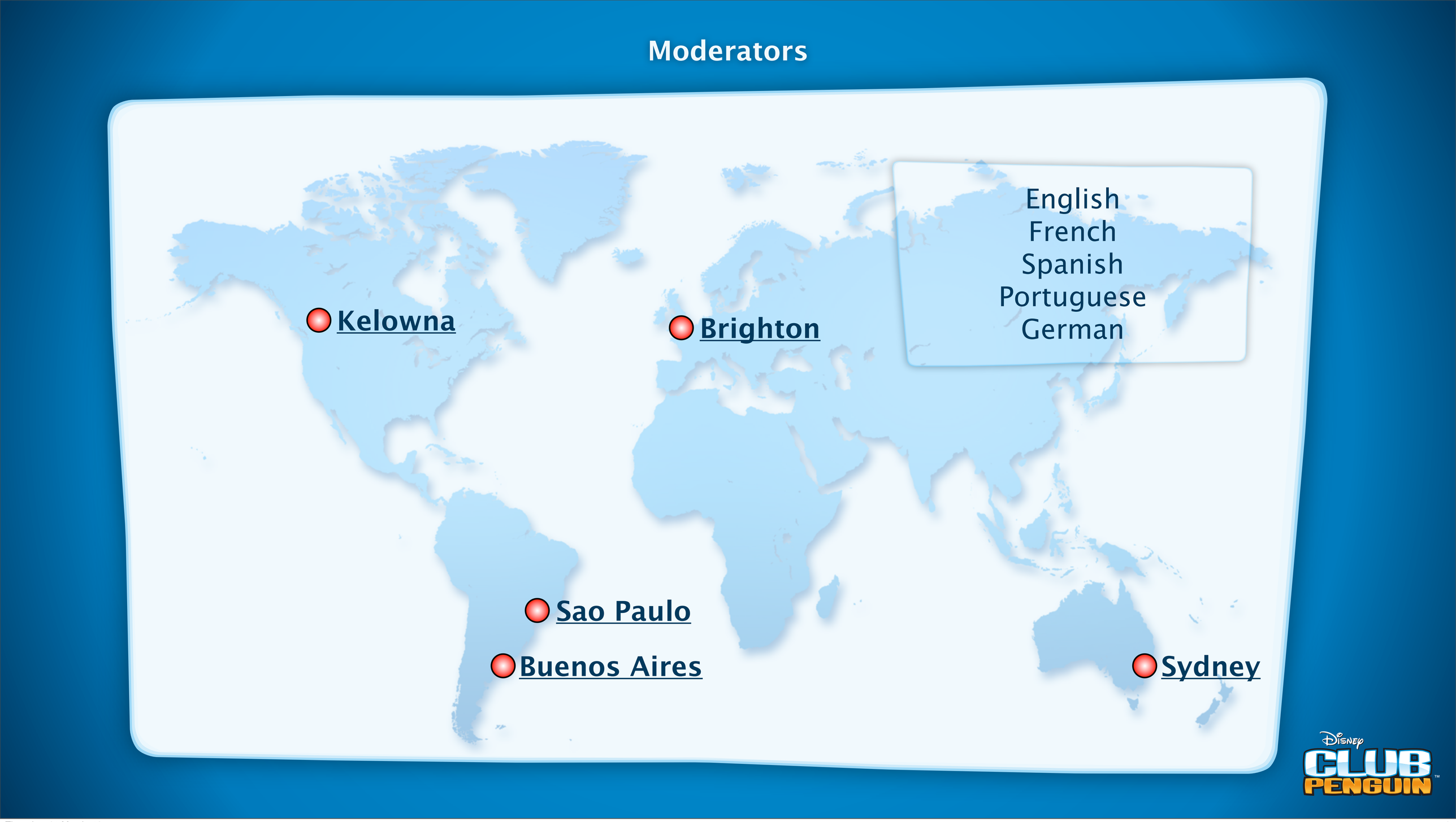
{CLICK}

Moderators

Lisa

- INTRO; Director of Guest Experience here, but we have offices globally....
- Club Penguin has approximately 140 moderators located in 5 different locations all over the world providing round the clock moderation. We have guest services offices location here in Kelowna, Brighton (UK), Buenos Aries (Argentina), Sao Palo (Brazil), and Sydney (Australia).
- 5 different languages
- Work in a professional environment – receive intensive training related to game play, safety features, children behavior, language, and pop-culture.
- These moderators play directly in the game itself, in order that they can observe how children play and stop any issues that arise when appropriate.
- Have the ability to modify our chat filtering systems to keep up with the ever changing environment of children's participation in pop-culture.

{CLICK}



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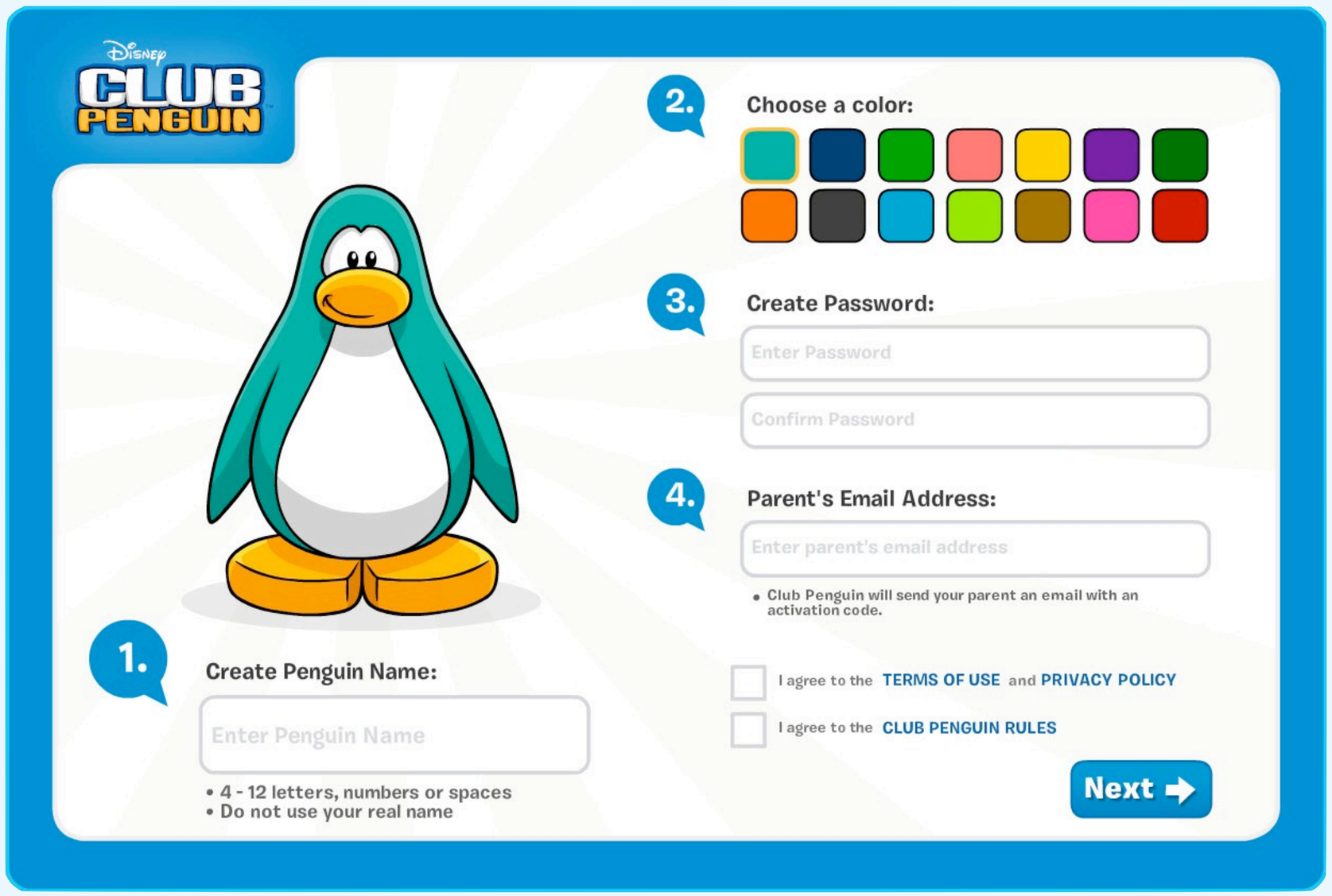

Lisa

- Now we'll take a quick view of Club Penguin & how we integrate safety into every aspect of the game & play.....
- REGISTRATION... We Comply with global regulatory acts – parent verification
- Integrate safety information directly into the creation process (information pertaining to creating a user name and password).
- We try to make it Fun - color & name!

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Name Approval Process

Lisa

- Allow the child to choose a unique name.
- All names go through an approval process

{CLICK}

- Each user name first goes through a computer application and then each name must be approved by one of our human moderators before it can be seen in the game.

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- We do not allow any personally identifiable information in a user name, such as first and last names together, email addresses, physical address, dates of birth, etc.

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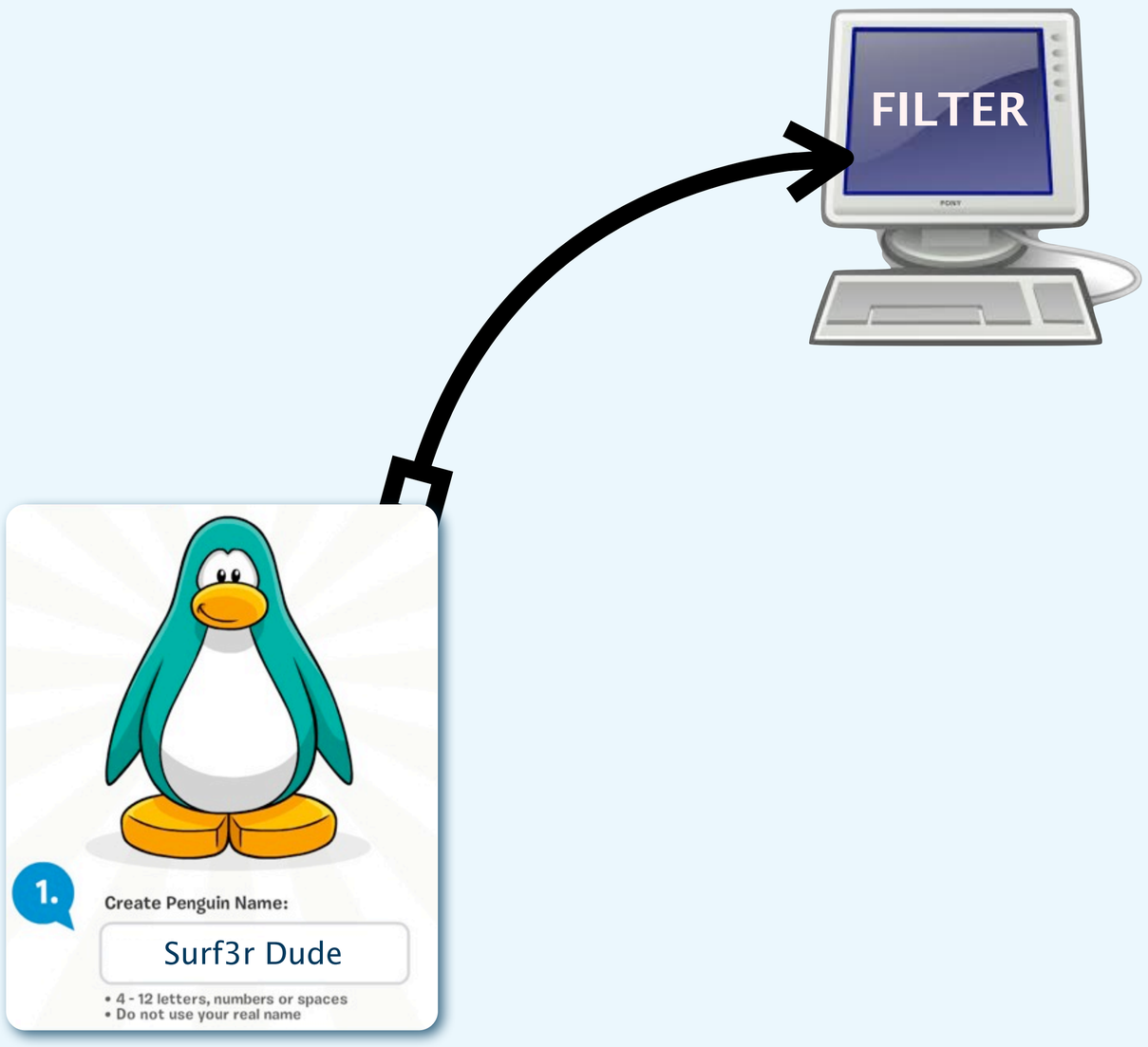

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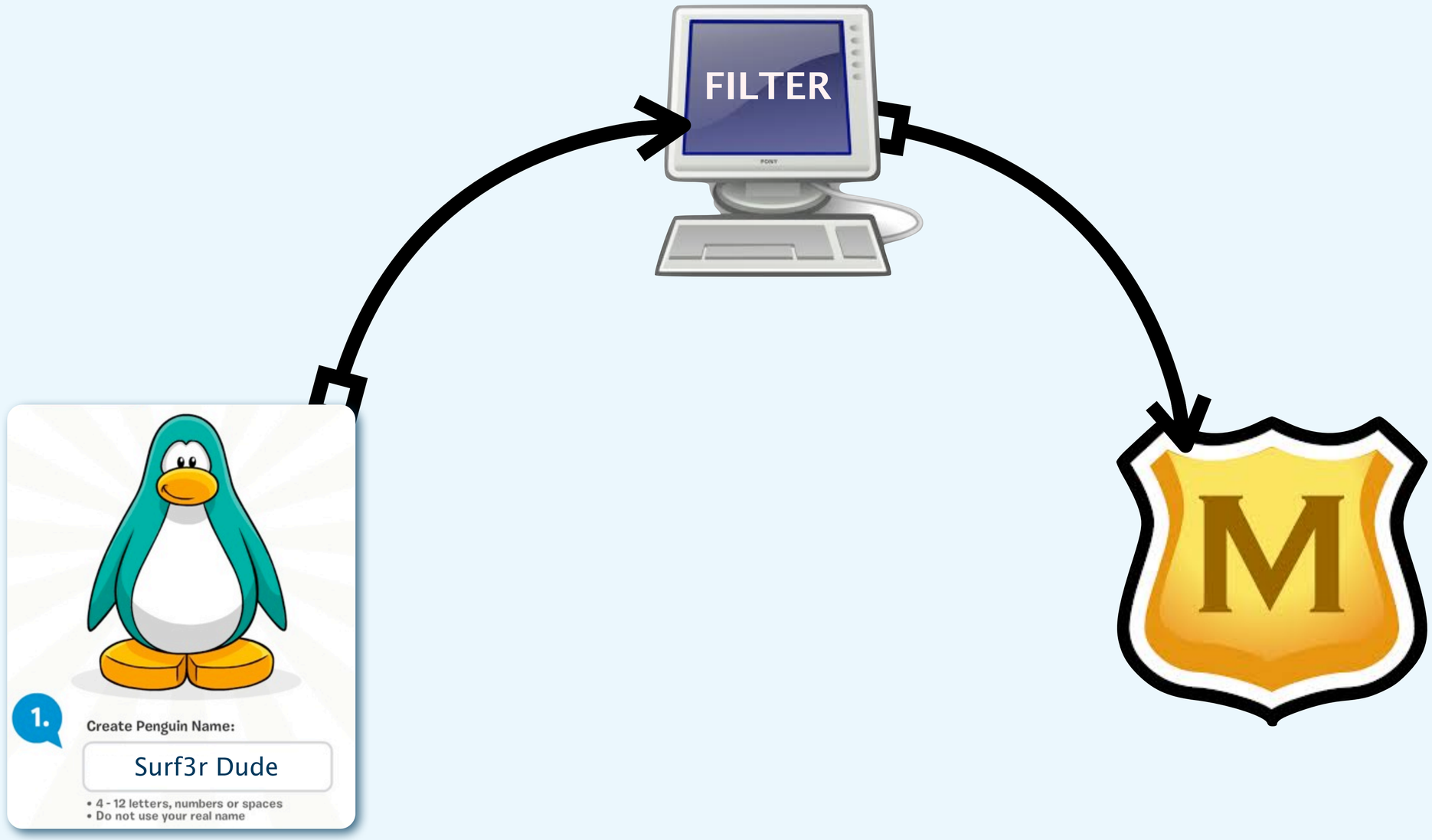

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~~Cool6@hotmail~~
~~Tony Richards~~
Surf3r Dude
~~Aug 22 2003~~
~~132 Richter Rd~~

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Lisa

- We current have two different chat functions
- Ultimate Safe Chat: Kids can only see and use pre-scripted chat

{CLICK}

- Standard Safe Chat: Kids can use their own language BUT all messages will go through black and white lists before being sent into the world (seen by others).
    - Black lists: These are words that are not appropriate for Club Penguin and may result in a ban on the account if typed. These words will be blocked by our filter and not seen by other players.
    - White lists: approved words. Other players will only see what you have typed if it is on our white list.
- Moderators can see all chat to ensure that everyone is following the rules. We keep a close eye on how kids express themselves online and we make constant updates to our filtering system to account for our ever-changing and evolving language.
- Kids are able to report bad behavior directly to a moderator.

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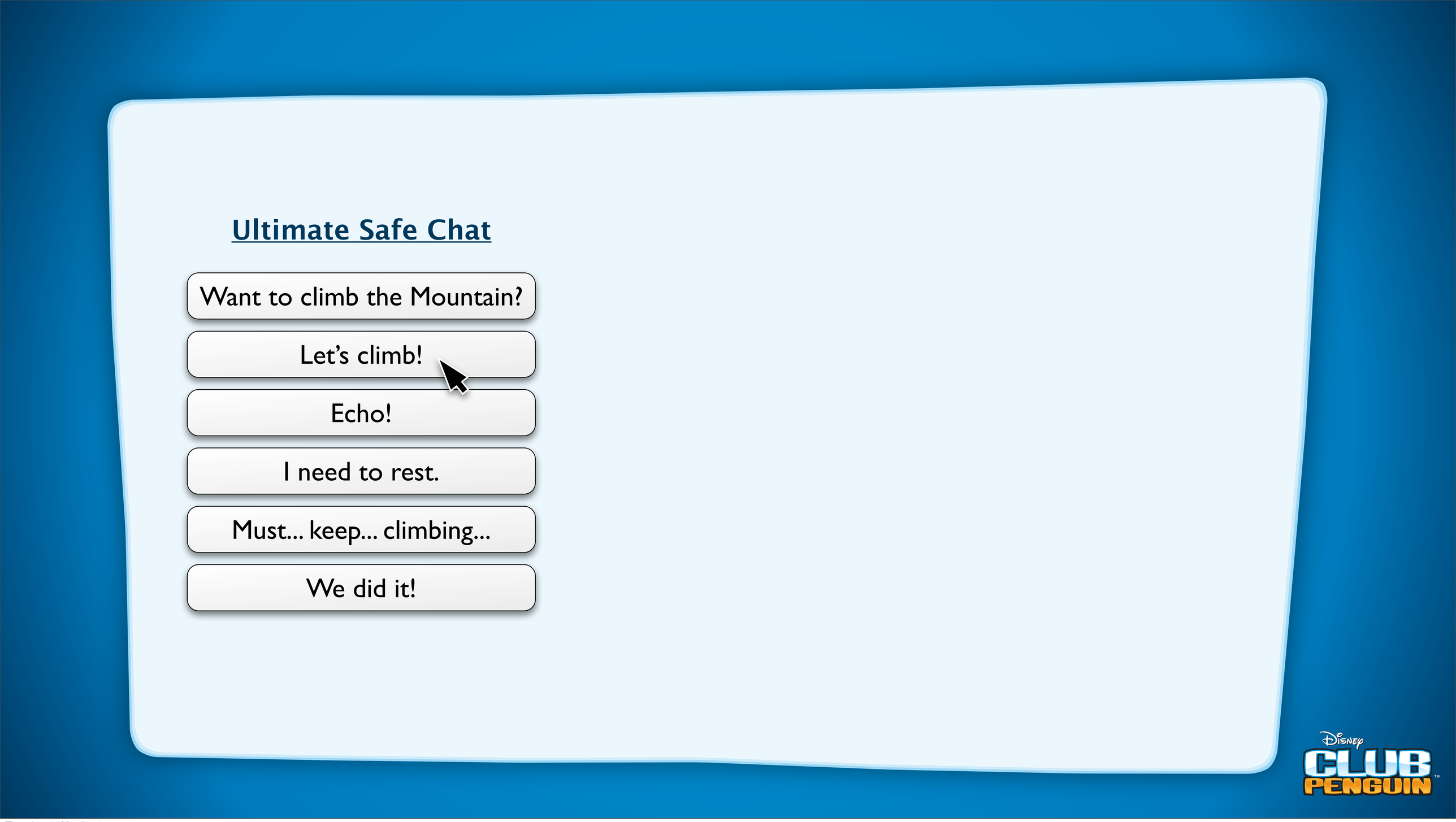

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Ultimate Safe Chat

Want to climb the Mountain?

Let's climb!

Echo!

I need to rest.

Must... keep... climbing...

We did it!

Standard Safe Chat

Black Lists & White Lists

See All Chat

Reporting System

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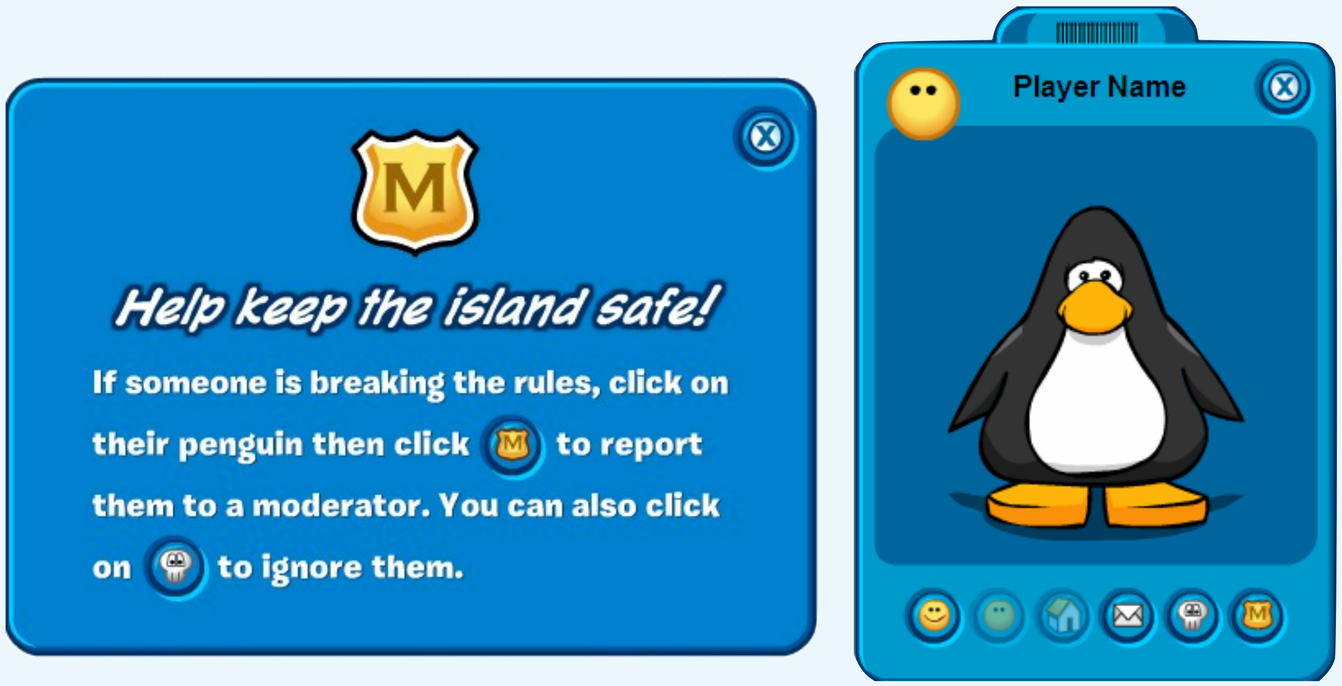
Report-A-Player



Lisa

- Players can be proactive if they don't like how someone is behaving online.
- Kids really take ownership of the game – they feel it is their world & love to help keep it friendly & safe
- Report-A-Player – each screen has a police badge with an "M". By clicking on this button, the child can easily report another player. These reports are reviewed by moderators and action will be taken on the reported player if their behavior is deemed inappropriate.
- Ignore Feature – Players have the ability to ignore other players if they ever felt bothered or bullied by another.

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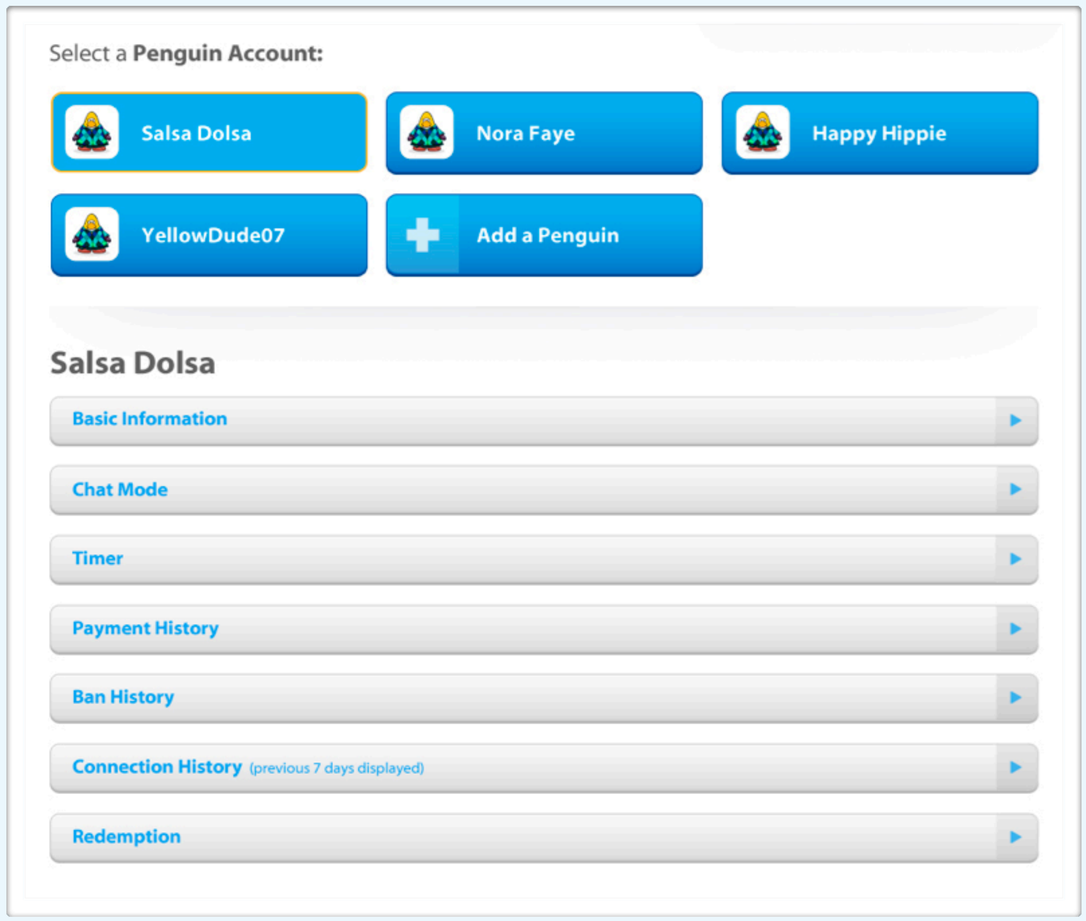
Parental Involvement is Important



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- We want kids to experience the internet in a positive way and we feel that the best way to accomplish that is to ensure that parents are involved in their children's online activity.
- Club Penguin has a number of features that help parents to get involved.
- One of those features is the Parent Account.

– This is where parents can manage their child's account. Ability to change password, to see infractions, update chat settings and set a timer.

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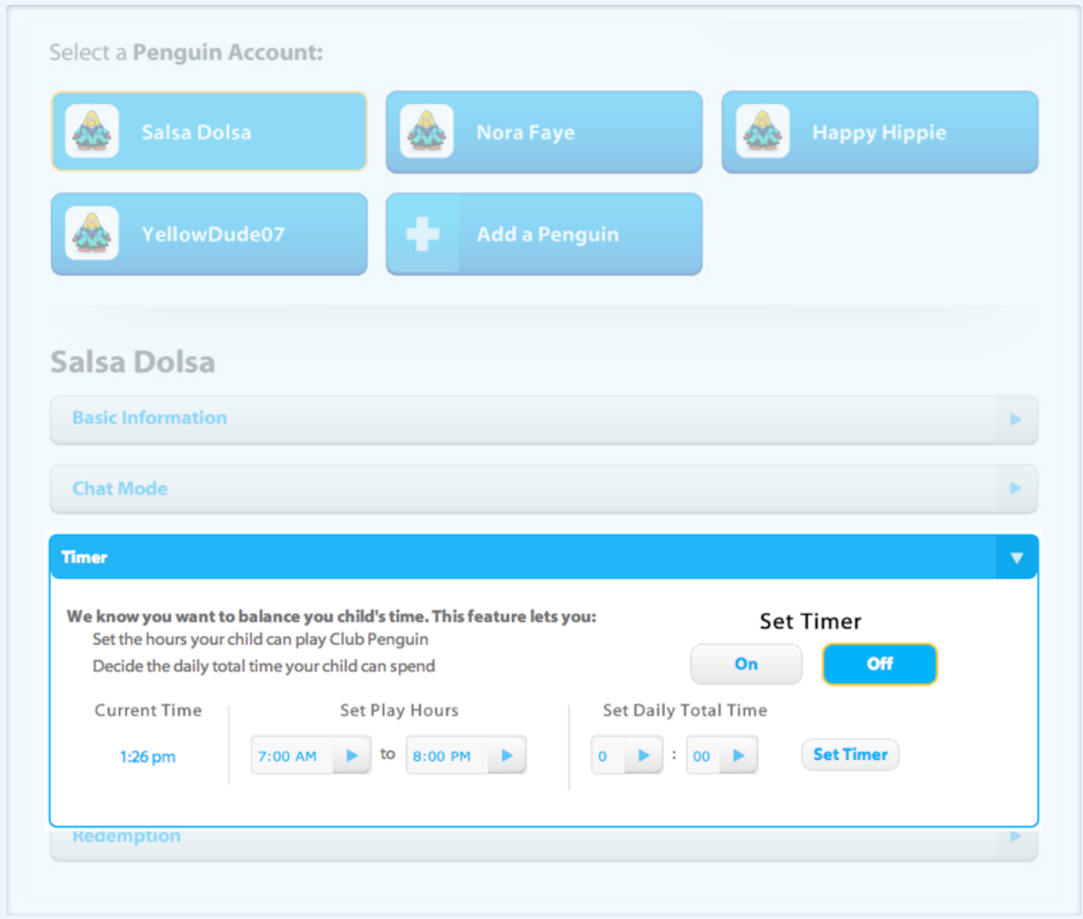

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Global Security

Lisa

- There may be times when we are viewing filtered chat that we notice a possible real world harmful situation for a child.
- Important to note: none of this would be seen by other children or online....
- We have the ability through our Global Security department to alert police agencies around the world and make them aware of the situation in order that they can conduct a child welfare check.
- Example situation:

– One of our moderators reviewed a chat log where a player had said "I hate life. I wanna kill myself"& further suicide references

– We immediately escalated the situation to our Global Security Committee

– They were able to identify the players location in Nova Scotia and alerted the local law enforcement

– Officers were sent to the residence and found a young girl who admitted she was despondent & admitted she was going to harm herself– Officers determined that she was serious about her intentions. They alerted her parents She was monitored during the night & taken to the appropriate mental health care in the morning.

- We are just one aspect of online activity that a child could be involved in – but we are invested in providing as many resources, tools & information as possible for child safety & adult awareness.. and that is the reason for tonight....
- So – we're going to let our host, Lynn, continue with what is next~

{CLICK}

Thank you!

Lynn

- Thank you Sascha, Charity, Lisa and Angela.
- This concludes our Keynote presentation but we are going to now break this group into three smaller groups and take you on a tour of our wonderful studio and bring you to three very compelling presentations regarding online safety.